

ORDER



Orders
Order / Rev: 213655
Alt Order #: 06861783
Product Desc: 10/23-10/29 RESTORE OUR FUTURE
Estimate: 550
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Restore Our Future
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$15,300.00	\$13,005.00
10/29/12	10/29/12	2	\$2,400.00	\$2,040.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$15,300.00	\$13,005.00	0.00
November 2012	2	\$2,400.00	\$2,040.00	0.00
Totals	16	\$17,700.00	\$15,045.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	6%	\$17,700.00
Market	100%	\$295,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	39%	\$115,050.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	24%	\$70,800.00
WTVZ	0%	\$0.00
WVEC	31%	\$91,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/23/12	10/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- TWTF - -	:30	8	\$1,200.00	P1	0.00	NM	8	\$9,600.00
FOX NEWS AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			8			\$1,200.00		0.00			
E 2	WVBT	10/26/12	10/26/12		CM	9-10p	- - - - F - -	:30	1	\$800.00	P3	0.00	NM	1	\$800.00

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Advertiser: POL/Restore Our Future
 Product Desc: 10/23-10/29 RESTORE OUR FUTURE
 Estimate: 550

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Hour 2											
				Fri 9-10p											
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
E 3	WVBT	10/27/12	10/27/12	College Football	CM	College Football	-----S-	:30	3	\$1,200.00	P1	0.00	NM	3	\$3,600.00
				College Football	(7:00 PM-10:30 PM)										
NCAA FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	3		\$1,200.00		0.00						
E 4	WVBT	10/28/12	10/28/12	FOX News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
				Fox News Sunday											
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$100.00		0.00						
E 5	WVBT	10/28/12	10/28/12	Late News (After Sports)	CM	Late News (after S-	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Late News (after Sports)											
FOX NEWS AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00						
E 6	WVBT	10/29/12	10/29/12	Late News (After Sports)	CM	Late News (after SM-	-----	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
				Late News (after Sports)											
FOX NEWS AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	2		\$1,200.00		0.00						
													Totals	16	\$17,700.00